

I. CLAIM AMENDMENTS

Please amend the claims as indicated in the following listing:

1. (Currently amended) A method for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:

receiving a television program containing an original marketing from a service provider;

~~wherein the television program contains an original marketing;~~

storing the television program in the memory;

sending a user ID and a program ID to the service provider to cause a local marketing content, based upon the user ID and the program ID, to be sent to the DVR;

determining whether a local marketing content has been received at the DVR;

responsive to the determination that the local marketing content has been received at the DVR, creating a modified marketing by modifying the original marketing with the local marketing content; and

displaying the television program with the modified marketing upon a user request.

2. (Original) The method of claim 1 further comprising:

determining whether a message indicating that no local marketing content exists for the television program has been received; and

responsive to the determination that the message indicating that no local marketing content exists for the television program has been received, displaying the television program with the original marketing upon the user request.

3. (Original) The method of claim 2 further comprising:

responsive to the determination that the local marketing content has been received,
determining whether the local marketing content is add-on marketing; and

responsive to the determination that the local marketing content is add-on marketing,
creating the modified marketing by adding the add-on marketing into the television program
without modifying the substance of original marketing.

4. (Original) The method of claim 3 further comprising:

responsive to the determination that a local marketing content has been received,
determining whether the local marketing content is replacement marketing; and

responsive to the determination that the local marketing content is replacement
marketing, creating the modified marketing by replacing the original marketing with the
replacement marketing.

5. (Original) The method of claim 4 further comprising:

responsive to the determination that a local marketing content has been received,
determining whether the local marketing content is overlay marketing; and

responsive to the determination that the local marketing content is overlay marketing,
creating the modified marketing by placing the overlay marketing over the original
marketing.

6. (Original) A method for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:
 - receiving a user ID and a program ID;
 - determining the location of a user based on the user ID;
 - determining whether a local marketing content exists for a television program based on the program ID; and
 - responsive to the determination that the local marketing content does exist, sending the local marketing content to the DVR.
7. (Original) The method of claim 6 further comprising: responsive to the determination that the local marketing content does not exist, sending a message to the DVR indicating that there is not any local marketing content.
8. (Original) The method of claim 7 wherein the location of the user is determined by cross-referencing the user ID with information stored in a user profile.
9. (Original) The method of claim 8 wherein the local marketing content is add-on marketing.
10. (Original) The method of claim 8 wherein the local marketing content is replacement marketing.
11. (Original) The method of claim 8 wherein the local marketing content is overlay marketing.
12. (Currently amended) An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:
 - a storage medium;
 - wherein the storage medium comprises instructions for a processor to perform steps comprising:

receiving a television program containing an original marketing from a service provider;

~~wherein the television program contains an original marketing;~~

storing the television program in the memory;

sending a user ID and a program ID to the service provider to cause a local marketing content, based upon the user ID and the program ID, to be sent to the DVR;

determining whether a local marketing content has been received;

responsive to the determination that the local marketing content has been received at the DVR, creating a modified marketing by modifying the original marketing with the local marketing content; and

displaying the television program with the modified marketing upon a user request.

13. (Original) The apparatus of claim 12 further comprising:

determining whether a message indicating that no local marketing content exists for the television program has been received; and

responsive to the determination that the message indicating that no local marketing content exists for the television program has been received, displaying the television program with the original marketing upon the user request.

14. (Original) The apparatus of claim 12 further comprising:

responsive to the determination that the local marketing content has been received, determining whether the local marketing content is add-on marketing; and

responsive to the determination that the local marketing content is add-on marketing, creating the modified marketing by adding the add-on marketing into the television program without modifying the substance of original marketing.

15. (Original) The apparatus of claim 12 further comprising:

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is replacement marketing; and

responsive to the determination that the local marketing content is replacement marketing, creating the modified marketing by replacing the original marketing with the replacement marketing.

16. (Original) The apparatus of claim 12 further comprising:

responsive to the determination that a local marketing content has been received, determining whether the local marketing content is overlay marketing; and

responsive to the determination that the local marketing content is overlay marketing, creating the modified marketing by placing the overlay marketing over the original marketing.

17. (Currently amended) An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:

a storage medium;

wherein the storage medium comprises instructions for a processor to perform steps comprising:

receiving a user ID and a program ID from a DVR;

determining the location of a user based on the user ID;

determining whether a local marketing content exists for a television program based on the program ID; and
responsive to the determination that the local marketing content does exist, sending the local marketing content to the DVR.

18. (Original) The apparatus of claim 17 further comprising: responsive to the determination that the local marketing content does not exist, sending a message to the DVR indicating that there is not any local marketing content.
19. (Original) The apparatus of claim 17 wherein the location of the user is determined by cross-referencing the user ID with information stored in a user profile.
20. (Original) The apparatus of claim 17 wherein the local marketing content is add-on marketing.
21. (Original) The apparatus of claim 17 wherein the local marketing content is replacement marketing.
22. (Original) The apparatus of claim 17 wherein the local marketing content is overlay marketing.
23. (Currently amended) An apparatus for modifying a marketing stored within a memory of a Digital Video Recorder (DVR) comprising:
- at the DVR, receiving a television program containing an original marketing from a service provider;
 - ~~wherein the television program contains an original marketing;~~
 - at the DVR, storing the television program in the memory;

at the DVR, sending a user ID and a program ID to the service provider to cause the a
local marketing content, based upon the user ID and the program ID, to be sent to the DVR;

at the service provider, receiving the user ID and the program ID;

at the service provider, determining the location of a user based on the user ID;

at the service provider, determining whether a local marketing content exists for the
television program based on the program ID;

at the service provider, responsive to the determination that the local marketing
content does exist, sending the local marketing content to the DVR;

at the DVR, determining whether the local marketing content has been received;

at the DVR, responsive to the determination that the local marketing content has been
received, creating a modified marketing by modifying the original marketing with the local
marketing content;

at a display connected to the DVR, displaying the television program with the
modified marketing upon a user request;

at the DVR, determining whether a message indicating that no local marketing
content exists for the television program has been received;

at the DVR, responsive to the determination that the message indicating that no local
marketing content exists for the television program has been received, displaying the
television program with the original marketing upon the user request;

at the DVR, responsive to the determination that the local marketing content has been
received, determining whether the local marketing content is add-on marketing;

at the DVR, responsive to the determination that the local marketing content is add-on marketing, creating the modified marketing by adding the add-on marketing into the television program without modifying the substance of original marketing;

at the DVR, responsive to the determination that a local marketing content has been received, determining whether the local marketing content is replacement marketing;

at the DVR, responsive to the determination that the local marketing content is replacement marketing, creating the modified marketing by replacing the original marketing with the replacement marketing;

at the DVR, responsive to the determination that a local marketing content has been received, determining whether the local marketing content is overlay marketing;

at the DVR, responsive to the determination that the local marketing content is overlay marketing, creating the modified marketing by placing the overlay marketing over the original marketing;

at the service provider, responsive to the a determination that the local marketing content does not exist, sending a message to the DVR indicating that there is not any local marketing content; and

wherein, at the service provider, the location of the user is determined by cross-referencing the user ID with information stored in a user profile.

24-26. (Canceled)